



KNXV

**KNXV-TV
PHOENIX****ORDER**

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Flight Dates 08/13/12-08/19/12Contract / Revision 303364 /Original Date / Revision
07/06/12 07/06/12Advertiser Flake / Republican / US SenAgency Smart Media GroupBuying Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Product

Flake for Senate

Agency Com 15%Billing Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # 813819Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-6Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	46	\$23,311.25	\$27,425.00	0.00
Totals	46	\$23,311.25	\$27,425.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/19/12	46	\$23,311.25	\$27,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	08/13/12	08/17/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	11111--		5				\$225.00		0.00			
E 2	KNXV	08/18/12	08/18/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$100.00		0.00			



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Contract / Revision 303364 Flight Dates 08/13/12-08/19/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 813819

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KNXV	08/18/12	08/18/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/13/12-08/19/12		Sa 5pm News		5p-530pm	-----Sa--	:30		(\$100.00)		0.00	NM		
See MG 2.2															
[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]															
2	KNXV	08/18/12-08/18/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.1 08/18															
3	KNXV	08/19/12	08/19/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$100.00		0.00						
4	KNXV	08/13/12	08/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	22222--	10		\$150.00		0.00						
5	KNXV	08/14/12	08/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-1-1---	2		\$450.00		0.00						
E 6	KNXV	08/13/12	08/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1-1--	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	08/13/12-08/19/12		M-F 5pm-530pm		5pm-530pm	M-W--F----	:30		(\$450.00)		0.00	NM		
See MG 6.4															
[Special Prgm. Cardinals Preseason is scheduled to air on 8/17. jtaylor 6/28/12]															
4	KNXV	08/13/12-08/16/12		M-F 5pm-530pm		5pm-530pm	MTWTh-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 6.3 08/17															
7	KNXV	08/13/12	08/17/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1-1--	3		\$450.00		0.00						
8	KNXV	08/13/12	08/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	1-1----	2		\$450.00		0.00						
9	KNXV	08/13/12	08/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	11111--	5		\$600.00		0.00						
10	KNXV	08/18/12	08/18/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$250.00		0.00						
11	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$600.00		0.00						



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Contract / Revision 303364 Flight Dates 08/13/12-08/19/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 813819

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$600.00		0.00		
E 12	KNXV	08/13/12	08/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	11111--			5			\$500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00 NM		
See MG 12.6														
[Special Prgm. Cardinals Preseason is scheduled to air on 8/17. jtaylor 6/28/12]														
6	KNXV	08/13/12-08/16/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		\$500.00		0.00 NM		
Ⓜ MG for 12.5 08/17														
13	KNXV	08/18/12	08/18/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S-			1			\$250.00		0.00		
14	KNXV	08/13/12	08/13/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----			1			\$1,000.00		0.00		
15	KNXV	08/15/12	08/15/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--W----			1			\$1,000.00		0.00		
16	KNXV	08/16/12	08/16/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	---T---			1			\$2,000.00		0.00		
E 17	KNXV	08/16/12	08/16/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	---T---			1			\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Thursday Prime B		8pm-9pm	---Th-----	:30		(\$1,500.00)		0.00 NM		
Credited														
18	KNXV	08/17/12	08/17/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	----F--			1			\$1,500.00		0.00		
E 19	KNXV	08/19/12	08/19/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S			1			\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Sunday Prime B		7pm-8pm	-----Su	:30		(\$1,500.00)		0.00 NM		
Credited														
N 20	KNXV	08/16/12	08/16/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00

MG for In# 17



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PHOENIX**Contract / Revision **303364** Flight Dates **08/13/12-08/19/12**Hiatus DatesOriginal Date / Revision 07/06/12/ 07/06/12Order Sep 00:20:00Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **813819**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
MG for LN# 17																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	---T---					1	\$5,000.00		0.00				
N21	KNXV	08/19/12	08/19/12	Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
		Sunday Prime B														
MG for Ln# 19																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S					1	\$3,000.00		0.00				
														Totals	46	\$27,425.00
*Tax 1 Note: Tax 0.5%.																

*Tax 1 Note: Tax 0.5%.